

Message Text

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PAGE 01 STATE 123484
ORIGIN COME-00

INFO OCT-01 NEA-11 ISO-00 EB-08 XMB-04 AID-05 /029 R

DRAFTED BY COM/BED/CAGNE/EJSASARAN:DJW

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COM/BED/CAGNE/JLILL (DRAFT)

COM/BED/CAGNE/PBHALE

COM/BED/OIM/WLUBKERMAN (DRAFT)

EXIMBANK/AEMMETT (PHONE)

STATE/NEA/IAI/JMCBRIDE

STATE/EB/OCA/CD/WRAU

-----108418 161316Z /72

R 152138Z MAY 78

FM SECSTATE WASHDC

TO AMEMBASSY TEL AVIV

UNCLAS STATE 123484

E.O. 11652:N/A

TAGS: BEXP, IS

SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM - SECOND
QUARTER REVIEW

1. WCAG MET APRIL 27 TO REVIEW SECOND QUARTER OF FY 1978
CCP FOR ISRAEL. MISSION COMMENDED FOR ITS EXCELLENT
PERFORMANCE. REPORTS ON TRADE OPPORTUNITIES AND MAJOR
PROJECTS WERE APPRECIATED.

2. DISCUSSION ON SPIN-OFFS INCLUDED A REVIEW OF PAST
PROBLEMS AND REPORT OF STEPS BEING TAKEN TO ASSURE GREATER
SUCCESS IN FUTURE. CAGNE PREVIEWED SEVERAL SPIN-OFFS
BEING CONSIDERED FOR FY-1979 ON THE BASIS OF POST'S
SUGGESTIONS. GROUP WAS PLEASED TO HEAR OF SUCCESSFUL
RECRUITMENT FOR SECURITY SYSTEMS AND EQUIPMENT SPIN-OFF
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SCHEDULED FOR JUNE.

3. A STATE DEPARTMENT REPRESENTATIVE REPORTED ON RECENT
COMMENTS BY COMMATT RUEDA AT TANGIERS CONFERENCE. POINT
WAS WELL TAKEN THAT CCPS ARE LARGELY INHERITED BY COMMER-
CIAL OFFICERS FROM PREDECESSORS. WCAG NOTED WITH INTEREST
RUEDA'S SUGGESTION THAT A HIGH-RISK CAMPAIGN BE INCLUDED IN

FUTURE CCP TO ADD AN ELEMENT OF DYNAMISM TO A PROGRAM WHICH IS CURRENTLY MORE LIKELY TO EMPHASIZE CONTINUITY THAN INNOVATION.

4. A REPORT WAS PRESENTED ON THE CURRENT STATUS OF THE AID PROGRAM IN ISRAEL.

5. THE EXIMBANK REPRESENTATIVE REFERRED TO A REPORTED DECISION BY EL AL AIRLINES TO BUY A EUROPEAN AIRBUS RATHER THAN A DC-10 OR L-1011 AND NOTED THAT THE BANK HAD NOT BEEN APPROACHED DIRECTLY BY EL AL FOR A FINANCING COMMITMENT.

6. EXIMBANK HAD APPARENTLY NOT BEEN INFORMED ABOUT THE TWO EARLY WARNING MAJOR PROJECTS REPORTED BY POST IN THE SECOND QUARTER. EMBASSY IN FUTURE MAY WISH TO MARK MAJOR PROJECTS MESSAGES "PASS EXIMBANK." THIS IS ESPECIALLY IMPORTANT WHEN FINANCING IS EMPHASIZED.

7. WCAG WAS BRIEFED ON RECENT EXPERIENCES OF LOCAL COMMERCIAL ASSISTANTS PARTICIPATING IN TRAINING COURSE IN U.S. CAGNE WELCOMED THE OPPORTUNITY TO MEET WITH LOCALS AND APPRECIATED THEIR VALUABLE ASSISTANCE AND ENTHUSIASM. VANCE

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Disposition Action: n/a
Disposition Approved on Date:
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